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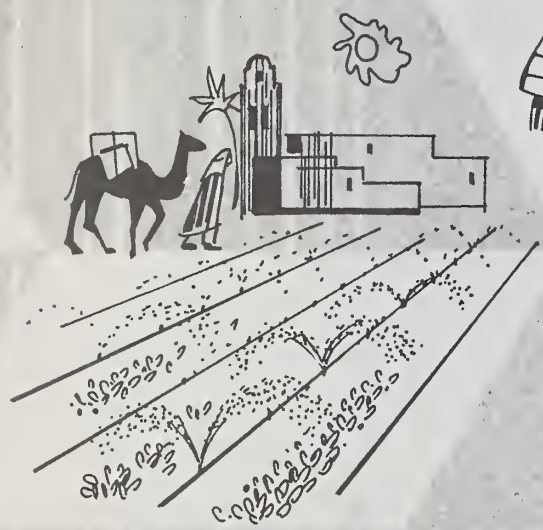
EXTENSION SERVICE

# REVIEW

U.S. DEPARTMENT OF AGRICULTURE \* JULY 1970

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JUL 23 1970



# REVIEW

Official monthly publication of Cooperative Extension Service;  
U. S. Department of Agriculture and State Land-Grant Colleges  
and Universities cooperating.

The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

**CLIFFORD M. HARDIN**  
*Secretary of Agriculture*

**EDWIN L. KIRBY**, *Administrator*  
*Extension Service*

Prepared in  
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## Peace Corps asks cooperation

Almost any analysis of developing countries ranks agricultural improvements high on the list of needs. The Peace Corps is making a special effort to provide trained U.S. agriculturists to help. After relying for many years on volunteers not trained in agriculture to carry out programs in rural areas, the Corps is putting a new emphasis on professionalism in this area.

Who is needed? Both young agriculture graduates and experienced farmers. And volunteers no longer must be single, since the Peace Corps now accepts some families among its volunteers.

Secretary Hardin has urged Extension and the land-grant universities to help get qualified agriculturists to volunteer. Thanks to cooperative agreements between the Peace Corps and about 15 land-grant schools, 200 agricultural graduates were expected to join the Corps after graduation this spring. The role of the university goes far beyond mere recruitment. Generally, volunteers go to a country where the university already has projects underway. Students begin preparing for their overseas duty through an internship program in their last year or two of college.

Older people with years of farming experience also make outstanding volunteers. They can fit their practical experience and know-how to the problems being encountered by their fellow farmers in developing countries.

The job of a volunteer is really Extension work—so land-grant colleges are well equipped for the training. And who would be better able than a county Extension worker to identify farm people who would make good volunteers?

The Peace Corps has undertaken a big job. They need our help.  
—MAW



by  
Dr. Wesley T. Maughan  
*Staff and Community Development Leader*  
and  
Cleon M. Kotter  
*Information Specialist*  
*Utah Cooperative Extension Service*

## ...to see ourselves as others see us

Closed-circuit television has received acclaim for its varied uses in the classroom and in the home.

After 3 years of using portable closed-circuit television in leadership training courses and workshops on aging, the Utah Extension Service believes that closed-circuit television also can help in community problem solving.

No matter what their position, community leaders must be effective in performing certain group roles in decisionmaking. Wouldn't they be in a better position to improve their group participation if they could see themselves in action, wrestling with pertinent community problems?

That intriguing thought led to the inclusion of an on-camera, closed-circuit television experience as the final session of leadership classes.

The classes met in various communities once each week for 6 weeks. During the first 5 weeks of training, essential concepts of leadership were presented. These included shared responsibility, the decisionmaking process, and social action. The group members also chose a timely community problem they wished to study and discuss.

From among the participants a panel of seven was selected to discuss the problem on closed-circuit television and attempt to reach a satisfactory solution. The portable TV and videotape equipment was set up at the last meeting of the course.

With the equipment on and the rest of the participants observing, the panel members began the discussion,



*Community leadership trainees, under Dr. Maughan's direction, analyze the panel's decisionmaking process as the discussion is played back on a television monitor.*

led by the person they selected as chairman.

Key portions were noted and identified on the footage counter of the recorder. After 40 minutes of discussion these portions were played back on the TV monitor. All the participants analyzed the group dynamics involved as various panel members assumed group leadership roles.

This basic procedure has been used with 10 leadership groups over the past 3 years. Viewing the replay and discussing the motivation behind the actions of group members has been interesting and helpful to all. It also has made them much more aware of the importance of studying the problem and feeding in pertinent information at appropriate times.

Recent conferences on aging conducted in Utah showed that closed-circuit TV can be used not only to study group dynamics, but also to

help gain understanding of the problems under discussion.

These conferences began with a videotaped discussion of problems of the aging encountered over the Nation and of programs that are available to help cope with such problems.

Then the TV camera and videotape machine recorded the interchange of the local leaders as they analyzed the problems of the aging in their own areas. By playing back portions of the discussion for them to view on the monitor, it was possible to clinch some of the most salient points.

All in charge of the conferences were convinced that the closed-circuit television greatly enhanced productivity of the meetings.

So, whether it is used to study the mechanics of a discussion or to highlight the substance of it, closed-circuit television *can* help communities solve their problems. □

by  
Tom Byrd  
*Associate Extension Editor (News)*  
*North Carolina State University*

## 'Research on Wheels' cuts crop losses

A pioneer program in applied research is forging new links of cooperation between farmers, agribusinessmen, and research and Extension workers in North Carolina.

The program is also saving Tar Heel tobacco growers millions of dollars annually.

Called "Research on Wheels," the program is designed to develop and disseminate new information on tobacco disease control practices.

Back in 1956, before Research on Wheels began rolling, diseases cost Tar Heel tobacco growers \$54 million. This was about 10 percent of the crop's value.

By last year, 1969, disease losses had been cut to \$20 million, or only 4 percent of the crop's value.

Promoters of Research on Wheels don't claim full credit for saving \$30 million annually. But they do know that the program has played a major role in reducing tobacco disease losses.

The origin of Research on Wheels can be traced to both a man and a problem. The man is Furney Todd, an Extension plant pathologist at North Carolina State University. The problem is tobacco diseases.

North Carolina has grown tobacco since Colonial days. It is the Nation's leading producer of flue-cured tobacco, and it also produces some burley. The crop has an annual value of over \$500 million and accounts for a third of the State's total farm income.

But during the 300 years of its cultivation in the Tar Heel State, tobacco has become subject to attack by 18 different diseases.



Todd's first professional assignment was to develop control measures for some of these diseases. He was a plant pathology researcher employed jointly by the U.S. Department of Agriculture and N.C. State University.

His research at first was confined mainly to experiment stations. But much of his plot land had to be kept disease free if possible, and he soon saw the need to work with private farmers.

After 10 years as a researcher, he transferred to the Agricultural Extension Service, and he brought with him an appreciation of how private farmers might help in the develop-

ment and dissemination of new information.

The need for applied research involving farmers and county Extension agents increased in the late 1950's and early 1960's as the plant pathology research staff was called upon to spend more of its time on fundamental research.

Todd was ready to step into the breach, and the Research on Wheels Program began to take shape. He received his first industry support in 1960—a tractor and a truck—and a year later he had 45 research plots scattered around the State.

Some 3,103 scientifically designed





*Well-marked locations, as above, help to "sell" the Research on Wheels program. At left, Extension Plant Pathologist Furney Todd (right) checks a test plot design with the farmer, left, and Victor Lynn, associate agricultural agent in Wake County.*

and replicated research plots were encompassed by the Research on Wheels Program last year. These plots were designed to yield information on 70 different disease problems and practices. They were located in 39 counties, and involved 200 people, including 86 farmers, 50 county Extension agents, and 20 agribusiness firms.

Todd serves as the program director. Working with him are three full-time and three part-time technicians, two secretaries, and one research assistant. Other help is coming from research workers in the Department of Plant Pathology at NCSU

and from the USDA. Todd's staff is using, among other things, five cars, three trucks, and two tractors.

Industry cooperators contributed \$36,000 to Research on Wheels in 1969 in addition to the support provided by Extension and research sources.

Todd likes to mention the unique contribution that many groups make to the program. For example,

—Farmers provide management, labor, and land for the tests;

—Extension agents recommend test locations and supervise the tests in their county;

—Research workers help design the tests and interpret the results;

—Agribusiness firms provide materials, supporting funds, and some guidance in conducting the tests.

"I'm confident that the Research on Wheels program has helped us to reduce disease losses," said C. T. Dean, Franklin County Extension chairman.

"These tests attract a lot of attention. Farmers look forward to going out and seeing the results. And we get front page publicity."

"Tobacco farmers are demanding," Todd said. "When they want information, they want it now, and they want to know how the information can be applied under their conditions."

Providing localized information can be quite a problem, and explains the size of Research on Wheels. Tobacco is grown on about 75,000 farms in North Carolina and in five different "belts." An acre of tobacco usually grosses over \$1,200, which explains the high interest in the crop.

Test sites are preferred with a uniformly moderate to high level of disease infestation. Sites that can be seen easily by the public are also preferred.

The tests may involve different tobacco varieties, rotation sequences and/or chemical treatments, which means a huge logistical problem. There is also the problem of equipment calibration to insure uniform application and scientific results.

Recordkeeping is a major part of the program. Data is recorded on dates of application; rates; and effect of treatment on variety, stand, crop growth, disease development, and crop yield and quality.

Supervision is a constant need throughout the entire program sequence. A technician from Todd's office and a local Extension agent are present each time the test tobacco is harvested to keep it from becoming mixed in with the farmer's regular crop.

"We try to make participation in the program as easy on cooperating farmers as possible," Todd said. And cooperating farmer C. E. Pinnell believes Todd has succeeded.

"I've not had much trouble," Pinnell stated, "and the trouble I have had is well worth it."

Pinnell's farm had become a black shank "hot spot." Tobacco production in some places was becoming impossible. But, now, thanks to his participation in Research on Wheels, he feels that he and his neighbors can handle the black shank.

"Several hundred farmers came to my farm last year," Pinnell commented, "and I know the information was right because I know how it was gathered."

Findings of the Research on Wheels program are summarized each year in a comprehensive report that runs over 200 pages. Popularized versions of the information are also published. Todd estimates that 90 percent of all tobacco disease information disseminated by Extension in North Carolina comes from Research on Wheels.

Cooperators in the program, usually around 200 people, are invited to an annual one-day review conference in Raleigh each winter. Also, an organized tour of the test plots is held each summer, mainly for professional and commercial people.

"All we are doing," Todd concluded, "is seeking and selling information at the same time."

Research on Wheels is also cutting tobacco disease losses in the Tar Heel State. □

## County officials go 'back to school'

Regional and statewide workshops are helping county government officials of Texas understand better the functions and responsibilities of their offices. Two years ago, at the request of the Coordinating Board, Texas College and University System, the Texas Agricultural Extension Service accepted the task of implementing this informational program for county officials.

The program helps the county governments solve day-to-day problems, conducts research when necessary, works on problem areas and solutions, and acts as a clearinghouse for information pertaining to county government. The objective is to help the county governments become more efficient in meeting present and future needs.

The 254 Texas counties differ in size, population, and property values, but all have basically the same number of elected county officials—county judge, commissioners, justice of the peace, district and county clerk, sheriff, tax assessor-collector, constable, county attorney, and treasurer.

None of these elected officials, with one exception, are required by law to have prior training to hold office. The

county attorney must have a license to practice law. The only other requirements relate to age and residence.

Some of the major problems facing county governments in Texas are: working relationships with incorporated cities; property values; equalization of property values; roadway construction; purchasing rights of way; repair expenses for heavy equipment; and inadequate systems of fiscal management.

Regional and statewide workshops and conferences sponsored by Extension are proving helpful. Results of recent statewide surveys concerning certain phases of county government have been made available to county officials. Extension sends a periodic newsletter to all county officials. It contains information pertinent to the various county offices.

Many Extension Service staff members help plan the county officials' workshops and conferences. They also participate in the programs, and share their knowledge and skills. County government today takes in many areas, and the elected officials seem eager to receive the information.

Much of the information concerning the workshops and conferences is channeled to the county officials through county Extension agents. Thus, the agent comes in closer contact with the elected official and each gets to know the other better. The agent learns more about county government. The county officials in turn learn more about the Extension Service.

Good relationship with the county

judges and commissioners is important because the Extension Service and the Commissioners' Courts of Texas are partners in financing Extension work in the State.

District agents and county agents serve as hosts for the conferences. Perhaps for the first time, the county officials realize that the agent is interested in county government.

The annual County Judges and Commissioners' Conference at Texas A&M University has received national recognition. This conference provides the county judges and commissioners of Texas the latest, most accurate information to help them solve problems arising in their routine work activities.

Panel discussions on precinct operations, communication factors, code of criminal procedure, and other problems affecting county judges and commissioners are examples of the information covered in this training course. The 2-day conference is usually in February. The attendance has grown from 95 in 1959 to 401 in 1970. The good attendance indicates the enthusiasm that judges and commissioners hold for this Extension effort.

Included on the program for the 1970 conference were: new legislation that concerns county government, county financing, pollution, transportation, recreation, and public relations.

Other areas of county government concern, such as the Food Stamp Program, were discussed during the question and answer periods. The county retirement program and specific areas



*County officials, below, participate in an Extension workshop designed to help them with the special problems they face in their jobs.*



of Texas law were other topics of interest to the officials.

One-day conferences are held in different areas of the State for smaller groups of county officials. During the past year, four conferences were held for the county clerks. Subjects such as the following were discussed: "The Need for Efficient Office Management," "Legislation Affecting the Clerk," "Filing of Deeds, Births,

Marriages, and Deaths," "The Permanent Files, Binders, Paper and Print." All of the sessions were well attended, and the clerks expressed appreciation to the Extension Service for making them available.

County officials are interested in learning more about their job, and how they can be of better service to the public. This program is one means of helping them meet these goals. □

It takes imagination and engineering to plan a Leadership Laboratory for Home Improvement, Home Management, Recreation, and 4-H Congress that will be beneficial for all concerned. It sounds like a strange mix, but it has worked in New York State.

"Imagineering Leaders" has been the theme of the Laboratory for the past 2 years. Goals are:

- to identify and help develop teen leaders with imagination and creativity;

- to help them become better informed about the content of the specific program areas;

- to help them understand themselves and those with whom they will be working;

- to develop their planning, leadership, and evaluation skills;

- to acquaint them with careers in the related fields.

The program began in 1965 as a Recreation Leadership Laboratory.

Three factors influenced the broadening of the program. The Extension specialist teaching creative design at the Laboratory thought the leadership and program planning principles and practices should be shared by others.

Second, he and others wanted to change the Home Management—Home Improvement award trips to an educational program that would provide more carryover to county 4-H programs.

Third, teen 4-H'ers were to assume more leadership roles for State 4-H Congress, and they needed training for these responsibilities.

The Laboratory program is cooperatively planned by subject-matter specialists and State 4-H staff members, plus some 4-H agents and some participants.

The fact that the 5-day Laboratory is held on a college campus adds another dimension to the program. It is in late June, immediately after school is over and just before 4-H Congress, camps, and other summer activities.

Participants are 4-H members and other youth who have completed their sophomore year in high school and have shown interest and ability in



## Imagineering leaders

by  
Prof. Bernice M. Scott  
*Rural Sociology Extension*  
and  
Prof. Clark E. Garner  
*Interior Design Extension*  
*Cornell University*

their respective areas. Many of them serve as teen leaders at State 4-H Congress, and as camp counselors, playground leaders, and inner-city program leaders.

Leadership is the key word at the Laboratory. General sessions stress personal and leadership development through lectures, panel discussions, buzz groups, slides, and charts.

Topics include Leadership Concepts, Laws of Learning, Program Planning, Basic Needs, Developmental Tasks, and Characteristics of 9- to 12-Year-Old Children. The latter topic is emphasized because these teen leaders are most likely to be working with this age group.

Each participant is a member of a group that plans, leads, and evaluates evening programs. Staff members advise the groups. Many of the program ideas can also be adapted to other situations.



Special features include activities such as modern dance, synchronized swimming, children's theater, photography, scuba diving, snowmobiling, and creative crafts. Also included are discussions on volunteers and careers, recreation and leisure.

Each day, 3½ hours are spent on specific program material.

The Home Improvement participants learn the elements and principles of design and apply them to a



*Learning experiences at the leadership laboratories take many forms. Below, a lively classroom session; at left, some practice in leading and taking part in organized recreation.*



variety of activities. They work on special skills, techniques, and methods needed to carry out an interior design plan for a room of their choice.

The Home Management participants work in project areas in which they have a personal interest and in which they can also teach. Clothes storage and buying small appliances have been the program areas in the past 2 years. The program includes project content and teaching tech-

niques. The participants prepare exhibits and public presentations using flannel boards, posters, and transparencies for overhead projectors.

Recreation participants choose from the following: indoor games, outdoor games, modern square dance, folk dance, informal music, camp programs, informal dramatics, creative design, and puppetry. Encompassed in the first six are resource materials, teaching techniques, and the appropriateness and value of these activities for particular audiences and situations. In the rest, the emphasis is on creativity, and self-expression as well as carryover.

Pre- and post-tests are given to all participants to determine knowledge and interests and what growth they make during the brief session.

Congress Teen Leaders (CTL's) make up the fourth dimension of the Lab. Young people interested in being Congress Teen Leaders are interviewed and selected during the first 2 days. Then, in addition to their other activities, they train for their specific roles at 4-H Congress.

The Laboratory staff includes New York Cooperative Extension personnel—specialists, 4-H administrators, and 4-H agents. Persons not available at Cornell are recruited from other schools, colleges, and workshops. Their honoraria and expenses are covered by a grant from Sears Roebuck Foundation which has supported the Lab almost from its beginning.

The 1969 program had participants from more than half of the 55 counties with Extension programs and from a number of inner-city 4-H programs. The 1970 Lab program is attempting to reach even more inner-city teen leaders and to provide program helps that will be especially valuable to them. The emphasis on teen leadership will continue.

What is the carryover from these programs?

The CTL's are immediately immersed in 4-H Congress. More importantly, they are enthusiastic and self-confident and carry this home with them.

Home Improvement and Home Management participants assist with county fair exhibits, serve on county advisory committees, teach in local clubs, present topics at the New York State Fair, and are in State and national awards programs. Many of them have expressed an interest in Extension as a career.

A third of the Recreation participants share their enthusiasm and skills in the 4-H recreation area at the State Fair where they teach thousands of people the fun of games, puzzles, dances, creative design, party ideas, camping, and music.

Many of these young people organize county recreation teams and conduct recreation programs for 4-H and other youth and adult community organizations. Several of them have conducted county recreation workshops.

Recently, former Recreation Lab participants planned, conducted, and evaluated a five-county recreation workshop for other teen leaders. Eight participants of previous Labs are enrolled in 2- or 4-year college curricula in recreation. Others still in high school are interested in recreation careers.

This combination of leadership development and subject-matter areas developed because of apparent needs. It provides an exchange of ideas and information through planned and informal sessions that are broadening for all. There are, of course, some problems. But the advantages outweigh the disadvantages.

There are those who still say, "What does recreation have in common with home improvement?" The answer is, "The development of 'imagineering leaders' who can use leadership concepts creatively in these program areas." Teen leadership development has been a major objective and will continue to be.

A 6-months post-Lab evaluation by participants provides variations on the theme "Leadership Lab is the greatest!" We plan to keep it that way. □



Advising on the control of animal damage has been part of California's Extension work for a long time—farmers have always needed help in their fight against rats.

Only in the last decade, though, has the State had a wildlife specialist to provide leadership in planned wildlife projects. Before that, wildlife problems usually were assigned to the entomologist—whose work was closely allied to the wildlife field, but who was not really equipped to handle wildlife problems.

Since agricultural production is the State's largest industry, it is logical that most wildlife work has been in the area of animal damage control. In fact, the first specialist was called a Vertebrate Pest Control Specialist.

As all wildlife biologists soon realize, most species can be either "good guys" or "bad guys" depending on the viewpoint of the audience. The coyote, bobcat, fox, and eagle may be villains in the eyes of livestock and poultry growers whose herds and flocks fall victim to these predators. The growers of field crops, grain, and pasture think otherwise when these same species hunt gophers, mice, or ground squirrels that are responsible for severe economic losses in their crops.

Perhaps the greatest "Jekyll and Hyde" is our number one big game animal, the deer. Deer are highly-prized wildlife, yet they are important depredators in orchards, vineyards, yards and gardens, and forest plantations.

A balance must be achieved between minimizing animal damage and preserving the wild species which have become pests—between the practical agriculturists and the "conservationists." The need has never been greater

by  
Maynard W. Cummings  
and  
William D. Fitzwater  
*Extension Wildlife Specialists*  
*University of California—Davis*

## Controlling animal damage

for knowledgeable wildlife managers who understand the psychology of wild species, yet have an appreciation of the economic facts of life.

The California Extension Service realized that both sides of the question must be presented. As a result, the specialists' titles were changed from Vertebrate Pest Control Specialist to the broader and more descriptive "Wildlife Specialist." And they started a monthly wildlife management newsletter for county staffs, rather than continuing to use Extension's interdisciplinary pest control newsletter.

Problems of wide distribution or great economic importance are covered by special bulletins, or through a popular series of "One-Sheet Answers" which give concise information about specific problems. And the specialists use all the other tools of the trade—television, radio, newspapers, field demonstrations, schools, conferences, and exhibits.

The Extension wildlife specialist's primary animal damage control objective is to act as liaison between research and practical field application. He translates into practical terms the findings of the biologist, chemist, statistician, and engineer. He encourages the direction of research into important problem areas.

Sometimes research, demonstration, staff training, and industry education and acceptance may take place simultaneously. California's first such effort concerned the testing and introduction of the mechanical burrow builder for control of the pocket gopher—one of the most important vertebrate pests in the State.

To find economical, effective control of gopher damage, a cooperative



program was developed. University of California agricultural engineers designed a machine, and experiment station biologists formulated a suitable poison bait.

The wildlife specialist and county Extension agents conducted the many field trials made necessary by the varying soil and crop conditions and gopher subspecies. These field trials demonstrated to growers the effectiveness of the new mechanical control technique on their own or their neighbors' croplands.

The machine and the baits were modified often, as trial and error suggested improvements. County staff learned the method and its evaluation for use in future demonstrations and recommendations. The machine has been further improved by the com-

This is the third in a series of articles about Extension's responsibilities for educating the public about wildlife. Next month—Oregon's marine Extension work under the Sea Grant Program.



*The deer—good guy or bad guy? It depends on your point of view. They are highly valued wildlife, but a threat to the orchardist and tree grower. At left, Extension workers test one version of the pocket gopher burrow builder designed to control this important agricultural pest.*

mercial manufacturers who now distribute it. The method is standard for effective control, long considered an economic impossibility on large acreages.

Publications based on the applied research, and specialists' review of new methodology keep county staffs capable of handling routine problems and aware of new developments in gopher control.

Another significant public educational program in wildlife Extension has been a series of county seminars on deer management. These seminars help landowners control animal damage by keeping deer herds in balance with available natural food.

Bird damage is also an important factor in the work of California's wildlife specialists. Despite the vast economic losses birds cause to many crops, lethal reduction of bird populations must be handled carefully be-

cause of legal and esthetic considerations.

Field testing of commercial repellents for use with various animal pests is an important function of evaluating these measures under California conditions. In controlling important vertebrate pests such as ground squirrels, field mice, and jackrabbits, for example, control measures must be carefully chosen to avoid incidentally killing other, more desirable species.

And, of course, the wildlife specialist receives requests for help on less common problems such as swallows building mud nests on the walls of homes, bats roosting in attics, skunks moving in under houses, freshwater clams plugging livestock water mains, muskrats unplugging irrigation dikes, and woodpeckers pounding holes in expensive siding.

Expansion of Extension Service activities into the cities brings urban rat

control into the realm of the Extension wildlife specialist. This is normally a task of the public health service, but the wildlife specialist's experience and public contacts make him a welcomed ally in the fight against this ancient problem.

A valuable part of wildlife Extension is liaison with other agencies and individuals involved with animal control. Much of the research and all of the personnel responsible for control regulation and operation are outside the university. Articles on control are seldom published in wildlife management journals, and there are few regular gatherings of animal control workers.

California animal control workers have developed an interagency group called the Vertebrate Pest Technical Committee. Members represent State Departments of Agriculture, Public Health, and Fish and Game; U.S. Fish and Wildlife Service; county agricultural departments; university research departments; and the Extension Service.

They meet informally to exchange information on animal control research and operational programs. Current field problems are discussed and control recommendations are cooperatively decided.

An outgrowth of this intrastate information exchange has been public informational conferences on vertebrate pest control. These conferences began in 1962 and occur every 3 years. Audiences come from all over California, many other States, and also from foreign countries.

Proceedings from the conferences are among the most practical and authoritative references available on vertebrate animal control. They are valued texts for county and State Extension staffs, county and State agricultural departments, commercial pest control operators, and college students.

The Extension wildlife specialist working in animal damage control is in the middle of what promises to be the most important problem of the seventies—that of man's compatibility with his environment. □



by  
Ann S. Bardwell  
and  
Alga D. Weaver\*

to present "Looking and Feeling Your Best." A style show, "Fashions for Working or Volunteering," was the morning finale.

## Project EVE—

# Mobilizing woman power

Important elements in a woman's life change. When the hand that rocked the cradle finds there are no cradles to rock, no noses to wipe, knees to patch, or stories to be listened to—what does she do?

As a busy wife and mother providing for the physical needs of her family, she has little free time. But there comes a time when a woman finds her hands full of time.

And in the "prime of life" she asks, as Alice did of the Cheshire Cat, "Would you tell me please where I ought to walk from here?"

Such might have been the thoughts of six Tuscarawas County, Ohio, women who contacted Alga "Peg" Weaver, county home economics Extension agent in the spring of 1968. They told Peg they had an idea they would like to talk over.

Talk they did, and Project EVE (Employment, Volunteer, Education) was born. Dr. Ann Bardwell, Ohio State University Extension specialist in management-family development, agreed to work with the committee.

A number of brainstorming sessions helped define objectives and develop plans. Harry Yockey, local newspaper editor, came to one of these. By his own admission he "... probably made more destructive than constructive contributions" to that

day's sessions. But what he really did was make the committee think.

Richard Parks, executive vice president, Tuscarawas County Chamber of Commerce, attended one think-talk session. He pledged the Chamber's support in sponsoring the seminar.

Once or twice the idea almost folded, but finally ideas began to gel. The committee set up the objectives of providing the mature woman an opportunity to:

- evaluate her potential and talents as a woman;

- become aware of the volunteer and manpower needs of her community;

- learn how she could be of service to her community as a wage earner and/or volunteer.

How best to do this? A one-day seminar in New Philadelphia seemed to be the best approach. An October date was set, and each of the original six women assumed responsibility for one aspect of the program.

Jobs included finding speakers, handling publicity and registration, and setting up sessions on "Looking and Feeling Your Best," "Measuring Your Talents," "Job Opportunities," "Volunteer Opportunities," and "Education and Retraining Opportunities."

And so they were off! Meetings, telephoning, and letter writing kept everyone informed of committee members' progress. Dr. Bardwell agreed to be the keynote speaker, on the subject "The Importance of Being a Woman."

Dr. Marlyn Jenkins (Kent State University), Dr. Claire Lehr (Ohio State University), and Mrs. Charles Blakely (Dover YMCA) joined forces

The afternoon session required much preparation. Through cooperative efforts of the Extension office and Chamber of Commerce, a questionnaire, prepared by the home economics Extension agent, was sent to 213 businesses and industries. From the 101 replies the committee learned that 3,500 women were employed and additional positions were available.

From the questionnaire the Extension agent identified skills and training women need for employment.

A survey of 200 organizations and churches determined the need for volunteers. From the survey, a directory of agencies was compiled for distribution at the seminar.

Educational resources were listed and reviewed as to content, cost, and time required for courses of study.

Attendance was limited to women over 35. A registration fee, including lunch, was decided upon. How to publicize was a major concern. A non-traditional Extension approach was used—not one letter was sent! The local radio station and newspaper were generous in their support of the seminar.

The committee visited women's groups (including Extension home economics clubs), PTA's, etc., and carried tickets with them wherever they went. Employers contacted through the survey became interested and "talked it up."

Project EVE played to a full house—125 women, including committee and program participants. The newspaper reported: "Too often people are urged to attend programs only to find out it is not what they expected, does not apply to them, or wanders far afield from the subject. This was not the case in Project EVE. . . . Although the event lasted from 9:00 to 3:30, it was fast moving, well-planned, well-presented, and directed specifically to the 125 women attending. . . ."

\* Mrs. Weaver is Tuscarawas County (Ohio) Extension home economist; Dr. Bardwell, former Ohio Extension specialist in management and family development, is now chief of home economics with the OSU Mental Retardation Program.





*A Project EVE committee member, standing, left, distributes to participants the brochures she prepared. Below, women listen attentively as a speaker tells how they can put their talents to work.*

And so it happened. How well did the committee meet the objectives? Four women got jobs immediately upon leaving the seminar; two enrolled in beauty school the next day. The radio station was so impressed with the tapes of the day's speeches that each speech was included in their regular programming during the 2 weeks after the seminar.

That was more than a year ago. But much continues to happen as a result of Project EVE. Seventy percent of those who returned an evaluation questionnaire said they thought a Volunteer Bureau was needed. Through joint efforts of the Chamber of Commerce and the Tuscarawas County Extension Service, Volunteer "N" Service is now a reality. Fifty agencies have registered their need for volunteers. Two teams of community leaders already have obtained more than 50 volunteers, and volunteers will continue to be recruited.

Not as large a group have entered the vocational arena, but 24 percent



did report they were presently employed. Fifteen percent had sought employment; 18 percent were making plans; and 10 percent had used the Bureau of Employment Services.

Almost half (45 percent) were considering education. Good news multiplies, because 81 percent reported they had shared Project EVE information with others.

Cooperative Extension must continue to change its approach to meet contemporary needs of people. Yet, it must hold on to the philosophy of

beginning with people's problems where they find them—and that is what Project EVE did.

To make Project EVE a success:

—Extension responded to the needs of people;

—Extension supported lay leadership;

—Extension aided cooperation between lay leaders, community organizations, agents, specialists, and news media;

—Extension followed through with evaluation and followup. □

## Development corporation sparks new optimism

# Fenton, Iowa—small town with big plans

Optimistic, viable, and excited about the future—that's Fenton, a farming community of 440 people in northwest Iowa. Not many rural, small towns can be accurately described that way.

Fenton, like its 706 smalltown counterparts in Iowa, has its skyscraper grain elevator and its many empty store fronts. They attest that Fenton, too, depends almost entirely upon farm jobs for its lifeblood—the jobs that give Fenton an economic reason for its very existence as a community.

And this economic reason for survival has been declining, month by month, year by year. Farms have been consolidated, and new jobs have not

come to replace the farmers who left. The pressures generated by this decline are leaving their mark on the businesses and institutions that serve the needs of the people of the community.

But these same pressures are partially responsible for the formation of a new Fenton Community Development Corporation (FCDC) with a paid membership of more than 110 rural and town residents. The FCDC celebrated its first birthday in March 1970, with more than 120 in attendance at the anniversary meeting.

This development group has been the nucleus of a new optimism for achieving a good life in a small, rural community. Sparked by the FCDC, Fenton opened its first public library in September. It's a modest library, established with limited funds and a lot of ingenuity, research, cooperation and hard work.

About 1,200 books, donated by local citizens, are supplemented by 500 additional books and phonograph records every 3 months from the State Traveling Library. The local Lutheran church leases the building to the town for \$1 per year. Utilities are paid by the town.

A second project, a new community youth center dubbed the "Stop Inn", was financed primarily by youth fundraising activities. The young people also did a lot of painting and re-decorating. Youngsters and adults set up the rules and counselors were appointed.

In the same, once vacant, building, is the third project of the FCDC—Fenton's Senior Citizens Center. This

resulted largely from the remodeling efforts of senior citizens. The project was encouraged and assisted by the FCDC and the local Office of Economic Opportunity.

Few rural communities are without a development group of some type. What makes the Fenton Community Development Corporation unique? Why have its endeavors been successful, generating optimism and excitement about the future?

The Extension resource development specialist, who has worked closely with this group, believes its success is due not only to the right attitude and a lot of hard work by the community leaders, but also to the understanding these leaders have of the environment in which they operate. They have set up the development group's goals and objectives on this understanding.

Before forming an organization, eight community leaders asked the Extension resource development specialist to meet with them. The specialist and the group of leaders met several times to examine the pressures on the community's businesses and institutions and the causes of these pressures. As a result, the group organized as a *total* community development group. Industrial development is not ignored, as they do have an option on a possible industrial site. However, the leaders recognize the odds of achieving development through this alone and they are not willing to expend all of the available community resources at these odds.

Due largely to Extension's educational inputs, the group knew what

by

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was happening in and to their community before they set up the organization with its intents and purposes. They also understood the "why" of what was happening. This understanding of the "why" is reflected in the group's constitution and bylaws that serve as their guidelines.

It is also reflected in the projects to date—all with realistic goals and aimed at returning dividends of satisfaction for the community resources expended. More ambitious projects have been and are being thoroughly researched. Some of these, the corporation recognizes, are impossible to do as a single, small community. So, they are looking for ways to cooperate or to pool economic bases with nearby communities. That way, citizens of all the communities can satisfy their needs at a reasonable cost.

Another goal of the group is an informed citizenry, not only in Fenton, but also in nearby communities with whom they hope to cooperate.

Their philosophy is embodied in the

goal of the Fenton Community Development Corporation—"To make Fenton as fine a community to live in as possible." The group recognizes its limitations as well as its potential. The leaders have a solid base of facts, an understanding of the "why" of what is happening in their community, and an inventory of resources they may tap to solve their problems.

Optimistic, viable, and excited about the future—that's the Fenton Community. □



*Three Fenton youngsters, above left, enjoy their new youth center, which includes a sandwich and soft drink bar, record player, and ping-pong and other games. The mural in the background is one of several done by the young people as part of their redecorating project. Above right, Mrs. Dale Weisbrod, Fenton's first librarian, checks a new book. The Fenton library has 1,200 books of its own and gets 2,000 books and many phonograph records yearly from the Iowa State Traveling Library.*





## The new and the old . . .

This the age when it's fashionable to identify with the "in" group. The "in" thing to do is "get out where the action is," "get with it," and "tell it like it is." Such slogans nearly always imply that "if it's new, it's good—if it's old, forget it."

Occasionally we in Extension get flashbacks that prove some of our old ways and programs still contain a lot of action and meet a real need. Most of our traditional programs were developed in the first place because they met a need. These flashbacks indicate that many of these needs are recurring generation by generation.

The pilot work that led to the Expanded Food and Nutrition Education Program was one of these flashbacks. It took Extension back to its beginning—giving intensive individual help to those who needed it most. By giving knowledge to those who needed it and helping them use it to manage their resources for a better life, Extension picked up a neglected audience and brought it into the mainstream of life. That is the overall objective of the Food and Nutrition program—to take another neglected audience and give it the knowledge, confidence, and ability to step into the mainstream of life. No one can say that the Expanded Food and Nutrition Education program missed the action. In fact, the success of the pilot work led to funding of the idea on a national scale.

Director Marvin A. Anderson, Iowa, provides us an account of a more recent flashback. Fifteen meetings on styling and clothing construction were scheduled in that many locations throughout Iowa. There was nothing new about the overall subject. The methods were traditional—

meetings led by an Extension specialist assisted by personnel of the clothing and textile industry. But the information on the subject was new.

Participation is the impressive feature of the meetings. Attendance at the 15 locations ranged from 1,000 to 4,000 women. The meeting in Nevada, Iowa, attracted 3,000 women. It's worth noting that the population of the county seat town is only 4,850. Action was there, all right.

Commenting on the effort, Director Anderson wrote, "Many of us have been enamored by program offerings which relate to the social problems, money management, and others which are offered in Home Economics. Sometimes we are inclined to diminish the importance of some aspects of our traditional programs, such as 'sewing'. Using modern techniques, new methods and suggestions from industry suggests to me that there is still a strong interest and need for programs that have a 50-year history in our Extension Service."

Both flashbacks have two things in common that contributed to their successes. Each contained something old—the subject and the basic objectives. Each contained something new—one made use of new methodology and the other new information and new methods applicable to the subject matter.

These flashbacks suggest at least one conclusion. Neither newness nor oldness is sufficient grounds for acceptance or rejection of ideas, projects, or programs. Each idea, project, or program must stand on its own merits in relation to all others.—WJW